Claims:

1. Pharmaceuticals *characterised by* the formula (I)

$$Z\text{-}(L)_n\text{-}V \quad (I)$$

wherein

V denotes a peptide with a binding sequence -X^1-X^2-Val-Tyr-Ile-His-Pro-X^3,

L denotes an optional linker,

Z denotes a group that optionally can carry an imaging moiety M,

n is 0 or 1,

X^1 denotes an amino acid,

X^2 denotes Arg or N-alkylated Arg or a mimetic of Arg ,

X^3 denotes an amino acid containing a hydrophobic side-chain,

and wherein the residues Val and Ile at position 3 and 5 respectively may optionally be replaced with amino acids capable of forming a bridge,

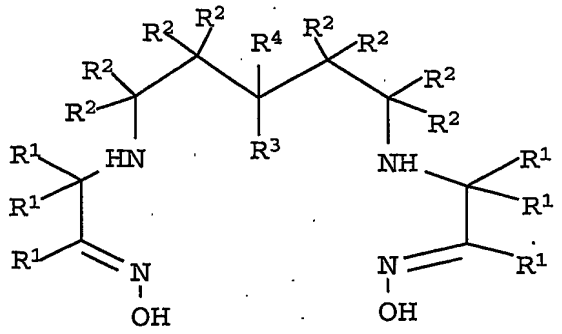
Z forms a bond with the amino acid X^1 optionally through the linker L, and

M where present denotes an imageable moiety capable of detection either directly or indirectly in a diagnostic imaging procedure.

2. Pharmaceuticals of claim 1 useful in the treatment of heart failure, cardiac arrhythmias and other diseases where fibrosis is prominent and in the treatment of COPD, liver fibrosis and artherosclerosis..

3. Pharmaceuticals of claim 1 for the use in diagnosis wherein M is an in vivo imageable moiety

4. Pharmaceuticals of claims 1-3 wherein Z denotes a chelating agent of formula (VII)

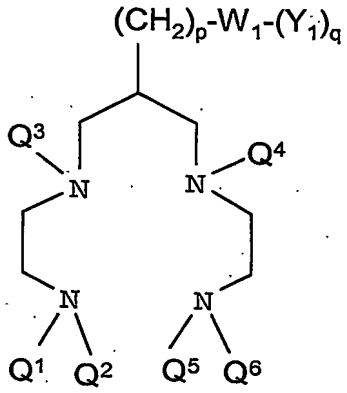


(VII)

wherein:

each R^1, R^2, R^3 and R^4 is independently H or C_{1-10} alkyl, C_{3-10} alkylaryl, C_{2-10} alkoxyalkyl, C_{1-10} hydroxyalkyl, C_{1-10} alkylamine, C_{1-10} fluoroalkyl, or 2 or more R groups, together with the atoms to which they are attached form a carbocyclic, heterocyclic, saturated or unsaturated ring.

5. Pharmaceuticals of claims 1-4 wherein Z denotes a chelating agent of formula (XI)



(XI)

wherein Q_1-Q_6 are independently Q groups, where Q is H, alkyl, aryl or an amine protecting group.

W_1 is –NR- , $–CO_2$- , -CO- , -NR(C=S)- , -NR(C=O)-, –CONR-

or a Q group;

each Y is independently a *D*- or *L*- amino acid, $-CH_2$- , $–CH_2OCH_2$- or $–OCH_2CH_2O$-

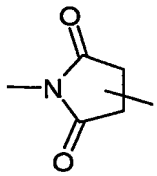
or an X group;

p is an integer of value 1 to 8;

q is an integer of value 0 to 30;

R is H, C_{1-4} alkyl, C_{2-4} alkoxyalkyl, C_{1-4} hydroxyalkyl, or C_{1-4} fluoroalkyl;

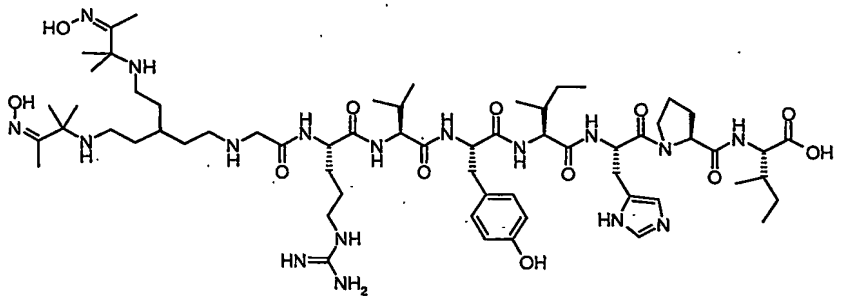
Q is



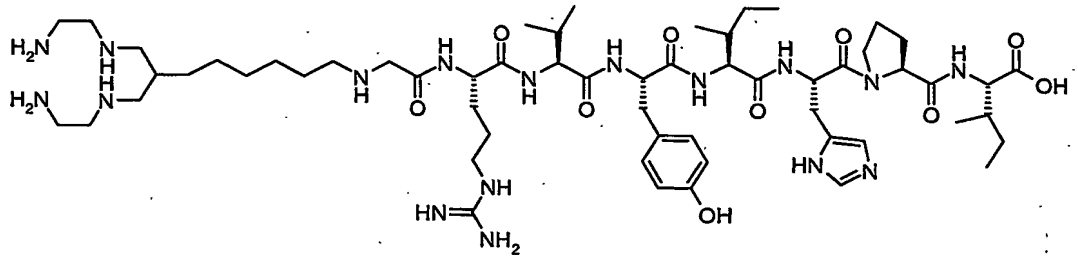
A is a counterion;

6. Pharmaceuticals of claims 1 and 3 to 5 wherein M represents a gamma emitting moiety for Radio or SPECT imaging comprising ^{67}Ga; ^{111}In, ^{123}I, ^{125}I, ^{131}I, ^{81m}Kr, ^{99}Mo, ^{99m}Tc, ^{201}Tl and ^{133}Xe.

7. Pharmaceuticals of the preceding claims for use in therapy having the formulas (X) or (XII)

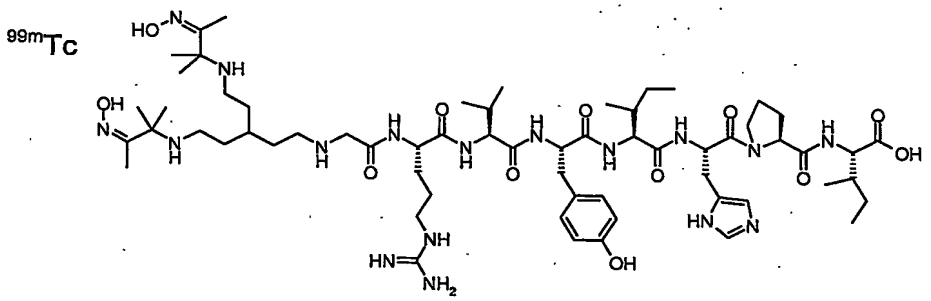


Formula (X)

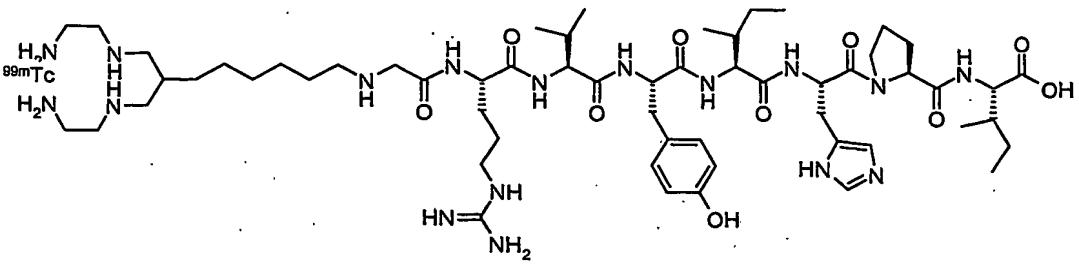


Formula (XII)

or use as diagnostic agent having the formulas (Xa) or (XIIa)



Formula (Xa)



Formula (XIIa)

8. Pharmaceutical formulation comprising a compound of formula (I) of claim 1 together with one or more pharmaceutical acceptable additives and/or excipients.

9. Use of pharmaceuticals of claim 1 for the treatment and/or diagnosis of heart failure, cardiac arrhythmias and other diseases where fibrosis is prominent specifically COPD, liver fibrosis and atherosclerosis.

10. Method of in vivo diagnosis of heart failure and other diseases where fibrosis is prominent specifically COPD, liver fibrosis and atherosclerosis in a subject comprising administration of the pharmaceuticals of formula (I) in claim 1 followed by generation of an image of part or all of said subject

11. A kit for the preparation of a radiopharmaceutical composition of formula (I) comprising a peptide-chelate conjugate and a reducing agent.